

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: Ed Chapman

DATE: April 5, 1989

FROM: Lisa Guglielmone

SUBJECT: Production Job #19  
Alpine Follow-Up Mail Tape

Sometime during mid-April, the mail tape for the Alpine Follow-Up program is due at the printer. It will be pulled off the Philip Morris Direct Marketing Database using standard name pull procedures.

Upon creation, the file should be sent to the printer on a 1600 BPI 9-track reel; this package should also contain the standard Direct Marketing output tape layout and a dump of the first 100 records. The shipping address will be provided to you as soon as it is available.

cc: F. Ajamian  
I. Bick  
J. Royall/Richmond  
L. Weisser  
M. Williams/Richmond

? Jennie  
is this going  
to CSI for  
them to  
create labels  
4/7  
per Jennie  
being bid ~~done~~

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